



Now
IMMENSE HAIR
and
DEEP SMILE
appearing in
"I LOVE LUCY"
L.M.-17

"You put this
KING SIZE
smile on my face!"

I WANT TO THANK ALL you tobacco dealers and distributors for the way you have given your support to the new King Size PHILIP MORRIS. Thousands upon thousands of men and women have changed from other brands to King Size PHILIP MORRIS. I know how much your support has helped. So . . . keep this King Size smile on my face . . . and keep these stocks and displays up! Love 'n' kisses.

Lucy



KING-SIZE or REGULAR

**CALL
FOR**

PHILIP MORRIS



Ad No. 250-B (7 x 5)
Tobacco Trade—August, 1955

P. O. 7705
8509— 1-8 DTS-7-30

